

Social Media Volunteer

Moral Fairground is a business-for-purpose that creates spaces and programs to champion ethical business practices with a mission to educate, inspire and encourage people to make choices that will have a positive impact on the world, the environment and the people we share it with. Our goals are to provide knowledge so consumers can make informed choices that will have a positive impact on our world, and to raise awareness and promote Fair Trade and Ethical Business in Australia.

Job Purpose

Position Title	Social Media Volunteer
Duration	Immediately to 30 th April 2019
Reports to	Susanna Bevilacqua - Director

Moral Fairground is looking for a Social Media Volunteer to assist in the promotion of and reporting on our biggest event of the year - Fair@Square.

Held on the 6th and 7th of April at Federation Square, Fair@Square is an opportunity for ethical and fair trade businesses to showcase their products and services to the Melbourne public. 2019 marks a decade of Fair@Square and Moral Fairground is looking forward to making it the best one yet.

The Social Media Volunteer will assist in the creation of a social media plan to use in promoting Fair@Square and will then regularly create and update social media content relevant to the event. The Social Media Volunteer will work closely with the Director in doing so. Following Fair@Square, the Social Media Volunteer will produce and circulate highlights from the event.

On completion of the role, the Social Media Volunteer may continue to work with Moral Fairground on cultivating social media content for the organisation.

Persons with an interest in fair trade and ethical business are welcome to apply!

Key Responsibilities

- Create a social media plan for promoting Fair@Square in conjunction with exhibitor and sponsor promotion.
- Create social media content promoting the upcoming Fair@Square festival.
- Regularly post social media content promoting Fair@Square to Moral Fairground's social media platforms - Facebook, Instagram and Twitter.
- Create social media content capturing outcomes following the Fair@Square festival.
- Regularly post social media content circulating the outcomes of Fair@Square to Moral Fairground's social media platforms - Facebook, Instagram and Twitter.

Selection Criteria

- The applicant should have relevant experience and/or qualifications in media and journalism.
- The applicant should have proficient knowledge of Facebook, Instagram, Twitter and other social media platforms.
- The applicant requires satisfactory proficiency in English in order to compose and edit social media content.
- The applicant must commit to regular uploads across all Moral Fairground's social media platforms.
- The applicant must commit to attending Fair@Square in order to produce relevant content following the event.